

# SUCCESS STORY

Diamond Wipes International Inc  
California Manufacturing Technology Consulting

*“CMTC's exporting services enabled us to expand into new international markets and increase sales. Their strategic direction helped us accelerate our exporting efforts, and we project continuous growth for years to come.” Eve Yen, Founder & President*

## Exporting Plan Increases Sales, Creates Jobs

**ABOUT.** Diamond Wipes International is the original U.S. manufacturer of hot and cold disposable wet wipes. Founded in 1994, the woman- and minority-owned business began as a small restaurant wipe supplier with two employees. Today, the organization employs 200 workers and is based out of a modern, solar-powered facility in Chino, California with an additional plant in Bucyrus, Ohio. Diamond Wipes now produces nearly 3 million wipes on a daily basis, possesses over 250 distinct formulations, and serves as the largest consumer and industrial wet wipes manufacturer on the west coast.

**THE CHALLENGE.** Company leaders were interested in exploring new exporting opportunities. With customers in Canada and Mexico, Diamond Wipes already had some exporting experience, but needed help evaluating possible business partners, identifying relevant international regulations, and forging connections with overseas contacts. California Manufacturing Technology Consulting (CMTC), a NIST MEP affiliate, recommended the ExporTech™ program.

**MEP'S ROLE.** ExporTech™ helps manufacturers develop and execute an accelerated exporting plan. Participants attend three workshops over the course of three months with individualized coaching between sessions. In the first session, international exporting experts shared industry best practices, market research, successful exporting case studies, and common challenges. The second session focused specifically on Diamond Wipes as participants developed objectives, a timeline, and a detailed plan. The final session was a "hands-on workshop," giving management an opportunity to present their plan. Key experts vetted and assessed the plan, and Diamond Wipes began the implementation process.

With the new knowledge and connections obtained through the program, Diamond Wipes soon found new markets in Saudi Arabia and Italy. The company saw over \$500,000 in increased sales from exporting, and needed to hire five additional employees to manage the growth. Diamond Wipes now exports to Europe, Asia and Australia in addition to North America. Its exporting growth was even recognized at the 20th Annual Inland Empire World Trade Conference where it was awarded with the "2014 Export Achievement Award" by congressional representation.



## RESULTS



Created **5** new jobs



**\$500,000** in increased sales



New global markets: Australia, China, Denmark, South Korea, Taiwan

## NEXT STEPS

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